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# Tom Lau

## UX/UI Design Professional

- **Design industry experience:** Over 15 years in the design industry, with 9 years specializing in UX/UI across Fintech, Web3, banking, e-commerce, SaaS, and IoT.
- **Web3 & Fintech leadership:** Built a compliant Web3 fintech ecosystem from scratch, designing stablecoin infrastructure, digital wallets, and trading platforms for a Hong Kong-based company.
- **AI-driven design:** Integrate AI throughout the full design process — generative ideation, research synthesis, rapid wireframing, UI exploration, design system expansion, prototyping, usability testing, and post-launch data analysis — to streamline workflows and drive continuous improvement.
- **Team management:** Led a team of 5 designers to manage and guide the design work for 4 SaaS platforms and an App for cross-border e-commerce, mentoring teams and building scalable design systems.
- **International project contribution:** Contributed to large-scale digital transformation projects at HSBC, designing for 16 countries across 30 core functions within a complex, regulated banking environment.
- **Cross-domain creative foundation:** Blends technology and human needs through a diverse creative background, including music production, video, graphic design, 3D animation, and art piece design for master-level artists (Ai Weiwei), with recognition in the iF Design Award for IoT products.

## UX/UI Skill

### Initiate product idea

Brainstorming, foundation research, interview, empathy map

70%

### Define product

Persona, user stories, user journey, user-flow, storyboard

75%

### Details design

Information architecture, wireframe, mockup, prototype

100%

### User validation

Usability test, focus groups, questionnaires

80%

## Application Skill

### Figma / Sketch

95%

### Adobe design suite

80%

### Webflow

70%

### AI design tools

60%

### Cinema 4D

50%

## Work Experience (internet product)

### UX/UI Manager

 RD Technologies

2021 Sep - Present

#### Built a compliant fintech ecosystem, designing wallets and stablecoin infrastructure from 0 to 1

- Led end-to-end UX/UI, launching a compliant Fiat/Crypto wallet suite with stablecoin for global transactions.
- Launched key products: Digital Wallet and a decentralized KYC utility using AI and blockchain.
- Built the core design system and data-driven iteration framework using analytics and usability testing.
- Collaborated with product, compliance, and engineering to meet HKMA regulatory standards.
- Integrated AI to accelerate design iteration, from ideation to prototyping.
- Supported go-to-market by designing the website and promotional materials.

### UX/UI Designer

 HSBC


2020 Nov - 2021 Aug

#### Worked with a mature design system and global team

Participated in OBKYC program design for HSBC corporate banking by providing an integrated solution in co-work with the global team involving product owners, business analysts, researchers, and developers...

- User researched by scoping, designing, organizing, analyzing, and reporting
- Conducted regular questionnaires for internal products as a quantitative study
- Conducted remote interviews for design evaluation in early-stage and iteration of products
- Conducted customer interviews to listen to feedback from real customers
- Visualized solution for design requirements by user flow and wireframing
- Designed mockups and prototypes under HSBC design system

### Design Lead

 Xbniao

2017 Mar - 2020 Nov

#### Led a design team to revamp brands and built products

- Led a 5-person design team for branding and UX/UI works
- Participated in product design by research, concept generation, function design, and data analysis
- Participated in building SaaS ERP System, Supply-chain System, and Procurement Agent Platform
- Revamped a fully customized company website (total 26 pages) in 1.5 months using no-code tools that saved double time and a development team
- Designed branding for Aosogy, Zeo Dr., and Dokinse

## Education

### Google UX Design Professional Certificate

- Google
- 2023 Jul - 2023 Dec

### Bachelor of Arts in Applied and Media Arts

- The Hong Kong Polytechnic University
- 2007 Sep - 2010 Jan

### Certification of 3D Animation in Maya

- Hong Kong Productivity Council
- 2006 Jan - 2006 Jun

## Achievement

### Exhibition in Harks Gallery

- Against (Installation), Rhythm (Print)
- 2015 Sep in Beijing

### Collected Piece by Brooklyn Museum

- Bike
- 2015 Feb in New York

### Top 100 Selected of IF Design Award

- Wireless Security System Council
- 2006 Mar in Heidelberg

## Language

### English

- Fluent

### Mandarin

- Proficient

### Cantonese

- Native

## Knowledge

UXUI Graphic Illustration Sketching

Industrial Design Multi-Media Photography

Music Copywriting Figma Sketch

Webflow Flutter Flow Overflow Flinto

Principle Bravo Studio After Effect

Premiere Illustrator Photoshop InDesign

C4D Maya Hyper Shot Logic Pro

Ableton HTML CSS Java Script

Generative AI Figma Make UX Pilot

Uixx ComfyUI

## Work Experience (app, art, graphic, industrial design, ...)

### App Designer / Design Tutor / Artist / Musician

#### Self employed

2015 Jun - 2017 Jan

#### Unleash creativity across multiple areas

Conducted market research and generated product ideas, developed potential projects with cross-sector experts from concept to prototyping included Art Cultural Platform, Chinese Calligraphic & Painting Tool, and Air Quality Monitoring Tool...

- Created potential products by combining virtual and physical ideas
- Created own art pieces in the form of installation, print, and photography
- As a tutor of Beijing Meiyi Art Education in UI, graphic and industrial design
- As an independent electronic musician called Motchiual
- As a bassist in Solaris band to create music and perform in the live shows

### Senior Designer / Artist Assistant

#### Fake Design "Ai Weiwei Studio"

2013 Sep - 2015 Nov

#### Learned from the master of art and design

Designed, engineered and managed production for Ai Weiwei Bicycle (a collected piece of Brooklyn Museum). Designed over 100 inter-related components and managed over 10 factories. Balanced the budget, schedule, material, safety, feasibility and factories' ability. Other participated pieces included An Archive, Cao, and Refraction...

- Translated the artist's concept to a design project
- Researched the related history or background story of each project
- Generated and compromised a solid design plan
- Controlled the manufacturing process
- Liaised with factories and clients
- Guided the junior designers
- Coordinated with external design partners

### Senior Product / Graphic Designer

#### Wings Product Workshop Limited

2011 Mar - 2012 Nov

#### Assisted to manage the design team

As a team leader, category manager, and designer. Developed two product lines included over 20 household and baby products, successfully attracted international brands like Bed Bath & Beyond, Sassy and Ginsey... Sold over 400k pcs in total.

### Industrial Designer

#### Item Industries Limited

2010 Apr - 2010 Dec

#### Co-worked with the famous brands

Design for proposed product concepts and designed product details for international brands like Philips, Kids2, and Combi...